

During the month of July, a survey was conducted by the Mayor's Hispanic Liaison's Office. Seventy-two Hispanic/Latino owned businesses throughout Baltimore City were contacted regarding the survey, and 54 of these surveys were completed and returned. Eighteen businesses were either unable to be reached or refused to fill out the survey. While there are Hispanic/Latino businesses all over the City, the majority (32) are located within the 21231 zip code which includes much of the Broadway and Eastern Avenue, southeast Baltimore.

The businesses that responded have been in the vicinity for between one month and fifty years, with the majority having been in operation for between one and eight years. The number of employees at the businesses surveyed range from 0 to 20, and the clientele are mostly residents from the whole city and people from the neighborhood. Twenty-five of the owners stated that the neighborhood is good for their business, twenty-nine believe the neighborhood is regular, and two owners stated that the area is bad for the business.

The surveys show that in the last five years the Hispanic business owners have seen the city grow with new businesses, and become cleaner and safer. They also indicated specific advantages of being in the district: good transportation, residential clientele, and good atmosphere.

The major problems, according to the survey, are believed to be: little parking, poor presence caused by dirty streets, and crime. In order to solve these problems the respondents suggest that cleaning the streets in cooperation with an effort to lessen the number of vagabonds is a top priority. Another item of importance to the business owners is more police vigilance of the area. Furthermore, many storeowners indicated that they would appreciate some sort of training when they first open their business. Finally, some suggested the addition of public parking. To further improve the area, owners would like to see the addition of a shopping center, tourist attractions, stores, homes, and open public spaces to the district.

Most of the surveys indicated that the government responds well (16) to their needs, but that in general they have few problems with the city. Thirty-nine (39) of the owners stated that they would expand their businesses in the area if they found an adequate site, but they believe they would need help with finances and in receiving permission to expand.

When asked whether the business owners would be interested in attending training classes to learn how to use computers to improve their business 32 owners said that they would, while several others stated although they were interested they simply did not have enough time.

Do you own or rent the building where the business is located? 54 surveys responded – 100%

Own	20 of 54	37%
Rent	34 of 54	63%

How has the district changed in the last 5 years? 33 of 54 surveys responded - 61%

More businesses:	26 of 33	79%
Less businesses:	1 of 33	3%
Dirtier and more abandoned:	7 of 33	21%
Cleaner and safer:	12 of 33	36%
More vacancies:	4 of 33	12%
Less vacancies:	18 of 33	55%

What are the advantages of being in this district? 46 of 54 surveys responded - 85%

Good Transportation:	26 of 46	57%
Residential clientele:	22 of 46	48%
Good atmosphere:	11 of 46	24%
Little Crime:	9 of 46	20%
Near markets:	9 of 46	20%
Ease of finding employees:	8 of 46	17%
Near water/harbor:	8 of 46	17%

What are the 3 major problems in the area? 52 of 54 surveys responded - 96%

Little parking:	32 of 52	62%
Poor presence/ Dirty streets:	21 of 52	40%
Crime/Few police:	18 of 52	35%

How does the City Government respond to your needs and petitions? 33 of 54 surveys responded - 61%

Very Well:	4 of 33	12%
Well:	16 of 33	48%
Satisfactory:	6 of 33	18%
Poorly:	7 of 33	21%

Would you expand your business if you found an adequate site? 52 of 54 surveys responded - 96%

Yes:	39 of 52	75%
No:	13 of 52	25%

Do you need help with. . .? 22 of 54 surveys responded- 41%

Financing:	13 of 22	59%
Permits/Approval for Development:	11 of 22	50%
Space:	3 of 22	14%
Architectural Services:	1 of 22	5%

What new attractions would you like to see in the district? 43 of 54 surveys responded - 80%

Shopping Center:	15 of 43	35%
Tourist attractions:	13 of 43	30%
More stores:	10 of 43	23%
New Homes:	10 of 43	23%
Open public space:	10 of 43	23%
Supermarket:	9 of 43	21%
Discount Stores:	6 of 43	14%

Are you interested in taking a computer class to improve your business? 48 of 54 surveys responded- 89%

Yes:	32 of 48	67%
No:	16 of 48	33%

TYPE OF BUSINESS

Bakery	1	Paralegal	1
Beauty Salon	3	Party Accessories	1
Coffee Shop	1	Restaurant	13
Commercial Flooring	1	Restaurant / Bar	2
Contracting	1	Reupholster	1
Electrical	1	Services	1
Grocery	8	Shoe Store	1
Grocery/Rest./Carry-out	2	Supermarket	1
Income Tax	1	Tailor Shop	1
Jewelry	1	Transportation	1
Language Services	1	Travel	3
Money Shipping	1	Variety	2
Music / Video	4		